

# Mindful Reframe

## ▼ PRD

### Product Requirements Document (PRD)

#### Project: Mindful Reframe

A CBT-based journaling app that guides users through identifying and reframing cognitive distortions—gently, visually, and interactively.

#### 1. Overview

- **Product Name:** Mindful Reframe
- **One-Sentence Summary:**

A journaling and AI reframing tool that helps users understand and rewire negative thought patterns using therapy framework techniques, reflection, and visualization

- **Core Purpose / North Star:**

To empower emotionally self-aware users to transform limiting beliefs into beliefs supporting their “dream life,” and to reinforce those new beliefs.

#### 2. Goals & Objectives

- **Primary Goals:**

- Allow users to rank their level of distress from 1 (least) 10 (most) before and after the session. Record session efficacy over time based on pre/post session improvement.

- Help users identify their own cognitive distortions through journaling and AI-powered analysis
- Guide users in reframing those thoughts using interactive tools and supportive language
- Provide a visualization that demonstrates the user in their “ideal life” putting the reframed thought into practice.

- **Success Metrics:**

- % of users who complete at least 1 reframing session
  - % of users who return for 3+ sessions
  - Avg. level of distress delta between journal entry and reframe
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### 3. Target Users

- **Who:**

- Emotionally self-aware adults seeking structure and tools for self-growth
- Likely familiar with journaling, therapy, or introspection (but don’t want something clinical)
- Anxious high-achievers, goal-oriented individuals, highly self aware individuals, readers of self help books.

- **User Needs / Jobs To Be Done:**

- I need help processing my emotions when I spiral because I don’t want my negative beliefs to impact me achieving my goals
  - I want tools that help me see the patterns I’m stuck in and actively change them
  - I want a way to practice reframed thoughts (the visualization)
  - I don’t want to rehash trauma—I want progress and beauty
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### 4. Key User Flows (high-level)

#### **Session Flow:**

1. I land on a calming home screen. I can create an account or sign in with Google.
2. On my first visit, I am prompted to answer 3-5 short answer questions so the tool can get to know me. I can edit these later if my answers change.
3. I am presented with 2 options: "start a new session" or "view past sessions"
4. I click "start a new session"
5. I enter a long-form journal entry
6. The bot identifies negative thoughts and the cognitive distortions that appear in the journal entry, and summarized them for me. It asks me which thought I would like to reframe first.
7. I choose one thought to reframe. The chatbot guides me gently through reframing using CBT tools. It asks me whether I would like to move on to the next thought. I can either move on to the next thought, or proceed straight to the next step.
8. The next step generates a custom visualization for me. It draws upon my answers to the 3-5 'get to know you' questions as well as my reframed beliefs to personalize the visualization. The visualization helps me reinforce my reframed beliefs because I see myself in my "dream life" practicing those thoughts and overcoming obstacles. A note encourages me to record the session in my voice memos, and that in-app visualization recordings are coming soon.
9. I exit the session and see it is now stored in my "view past sessions" section.
10. I can click into my "view past sessions" section and delete the section if I would like.
11. The next time I use the app, the bot will remember my work from this session and may reference it in future reframing exercises.

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## 5. Core Features & Components

Feature	Description	Notes
Homepage	Welcome screen, CTA buttons	
Intake Form	5 journaling prompts	User must answer all 5
Distortion Detection	Detect negative thoughts + label distortions	Requires prompt dev + labeling logic
Reframe Chatbot	Guides user to reframe the thought	Should offer a few methods (e.g., evidence check, perspective shift) based on Cognitive Behavioral Therapy. May reference what it knows about the user from the "get to know you" intake questions.
Narrative Summary	Visual or text-based "summary card" of user's reframed thoughts and cognitive distortions	Should evoke meaning & aesthetic closure
Visualization Generator	Custom visualization generated to allow users to mentally rehearse their newly reframed thoughts and beliefs in the setting of their dream life, aligned to their values, passions, etc.	Uses data from A) the user's "get to know you" questions, B) the journal entry, C) the reframing chat process, and D) the final reframed thoughts to create a custom visualization
Session Save & History	View past sessions + favorite visualizations	Ability to view, edit/revisit, and delete past sessions

## 6. AI Logic

- **Inputs:**

- User's responses to 5 short journaling prompts:
  - What's been weighing on you personally lately? What thoughts or feelings keep repeating?
  - In your work or daily responsibilities, what's been making you feel stuck, frustrated, or uncertain?

- If your inner critic went quiet, what would your ideal life look and feel like?
- What brings you joy—or used to? What do you long to spend more time on?
- What truly matters to you in how you live, relate, and show up in the world?

- **Tasks:**

- Summarize journal entry in coaching, supportive tone
- Extract 2–4 negative beliefs or distorted thoughts
- Label each distortion (e.g., “catastrophizing,” “mind reading”)
- Ask user to choose a thought or distortion to reframe
- Offer tailored reframing technique, prompt user to submit reframed thought
  - Reframing examples include but are not limited to:
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- Summarize their reframed thought, then move to next step:
  - Suggest: “Would you like to go deeper, move on to the next thought, or move to your visualization?”
  - If user says go deeper, continue offering reframing techniques
  - If user says move on to the next thought, begin reframe process for the next thought
  - If user says move to visualization, proceed to next task
- Generate a custom visualization for the user to practice their newly reframed thoughts

- **Example Prompts:**

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User: “I feel like I’m always failing at everything.”

Bot: "That sounds really heavy. It might reflect a distortion called \*all-or-nothing thinking\*. Would you like to reframe this?"

- List of Cognitive distortions:

Distortion	Definition	In-App Friendly Language
<b>All-or-Nothing Thinking</b> (a.k.a. Black-and-White Thinking)	Seeing things in extremes—if it's not perfect, it's a failure.	"It sounds like you're seeing this as all good or all bad—no in-between."
<b>Overgeneralization</b>	Making sweeping conclusions based on one event.	"This one moment might be making everything feel the same—even if it's not."
<b>Mental Filtering</b>	Focusing only on the negative parts and ignoring the positives.	"You might be filtering out the good stuff and only seeing what went wrong."
<b>Disqualifying the Positive</b>	Rejecting compliments or successes as flukes or irrelevant.	"Are you brushing off the wins or kind words that could help you see this differently?"
<b>Jumping to Conclusions</b>	Assuming things without evidence—either through mind reading or fortune-telling.	"You may be imagining a future or a judgment that hasn't actually happened yet."
└ <i>Mind Reading</i>	Assuming others are thinking negatively about you.	"Are you sure you know what they're thinking—or are you filling in the blanks?"
└ <i>Fortune Telling</i>	Predicting a negative outcome as fact.	"You're guessing the future will go badly before it happens."
<b>Catastrophizing</b>	Expecting the worst-case scenario or blowing things out of proportion.	"It sounds like your mind is going to the most extreme outcome."

Distortion	Definition	In-App Friendly Language
<b>Emotional Reasoning</b>	Believing that because you feel something, it must be true.	"Feeling it doesn't always make it a fact—though the feeling is valid."
<b>Should Statements</b>	Pressuring yourself with "should," "must," or "ought to" rules.	"These 'shoulds' might be setting impossible standards or guilt-tripping you."
<b>Labeling</b>	Defining yourself or others in rigid, negative terms (e.g., "I'm a failure").	"Giving yourself a harsh label can box you in—it's not the whole story."
<b>Personalization</b>	Blaming yourself for things outside your control—or taking things too personally.	"You might be holding yourself responsible for more than is actually yours."
<b>Blaming</b>	Assigning responsibility for how you feel entirely to someone else.	"It might feel like it's all their fault—but we can only control our response."
<b>Control Fallacies</b>	Believing you're either completely powerless—or totally responsible for everything.	"You might be feeling like you have zero control or way too much—it's rarely that simple."
<b>Fallacy of Fairness</b>	Believing life should always be fair, and getting stuck when it's not.	"It's frustrating when things aren't fair—but they often aren't, and that hurts."
<b>Heaven's Reward Fallacy</b>	Believing that self-sacrifice should guarantee positive outcomes or recognition.	"You've done so much—but expecting reward just for enduring may leave you resentful."

- List of reframe methods:
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Technique	What It Is	Works Best For	In-App Language Example
<b>Evidence Check</b>	Gently question whether the thought is backed by facts or just feelings.	Emotional reasoning, catastrophizing, all-or-nothing thinking	"Let's look at the evidence. What facts support this thought—and what facts go against it?"
<b>Alternative Explanation</b>	Brainstorm a more neutral or compassionate way to interpret the situation.	Mind reading, fortune telling, personalization	"Is there another way to see this that feels kinder—or just more balanced?"
<b>Rewriting the Thought</b>	Restate the negative belief in a way that's more empowering or true to your values.	Labeling, "should" statements, filtering	"Let's reword that thought into something you'd say to a close friend in the same situation."
<b>Zooming Out (Perspective Shift)</b>	See the bigger picture: long-term view, multiple angles, or how a friend might see it.	Mental filtering, catastrophizing	"Imagine you're looking back on this in a year. What might you say to yourself now?"
<b>Name the Voice</b>	Identify the thought as a part of you—not the whole you (e.g., inner critic, anxiety voice).	All-or-nothing thinking, labeling	"That sounds like your inner critic talking. What would your wise voice say instead?"
<b>Values Alignment</b>	Compare the thought to your core values. Does it reflect the person you want to be?	Blaming, should statements, emotional reasoning	"You value compassion and growth. Does this thought help you live that out?"
<b>What Would You Say to a Friend?</b>	Externalize the thought and offer advice as if to someone you care about.	Labeling, overgeneralization, personalization	"If a friend said this to you, what would you say back?"

Technique	What It Is	Works Best For	In-App Language Example
<b>Reframe with Gratitude</b>	Find one small insight, strength, or piece of beauty in the experience.	Filtering, heaven's reward fallacy	"Even in the hard moments, what's something small you can appreciate or learn from?"
<b>Scale It Down</b>	Reduce the emotional intensity from 10 to 5 by looking at the thought with calm curiosity.	Catastrophizing, fortune telling	"On a scale of 1 to 10, how intense does this feel? Let's explore why it's not a 10—or how it could become a 5."
<b>Temporary vs. Permanent</b>	Separate a moment from your identity or future.	Overgeneralization, labeling	"This is a <i>moment</i> —not a forever truth. What would you say if you believed this would pass?"

## 🛠️ 7. Tech Stack

Area	Tech	Notes
Frontend	Replit (Next.js, React)	Tailwind CSS for styling
Backend	Supabase	Auth + journaling DB
AI	OpenAI (GPT-4 or GPT-3.5)	Prompt chains needed
Hosting	Replit / Vercel	Final decision TBD

## 🎨 8. Design & Vibe

- **Visual Style:**

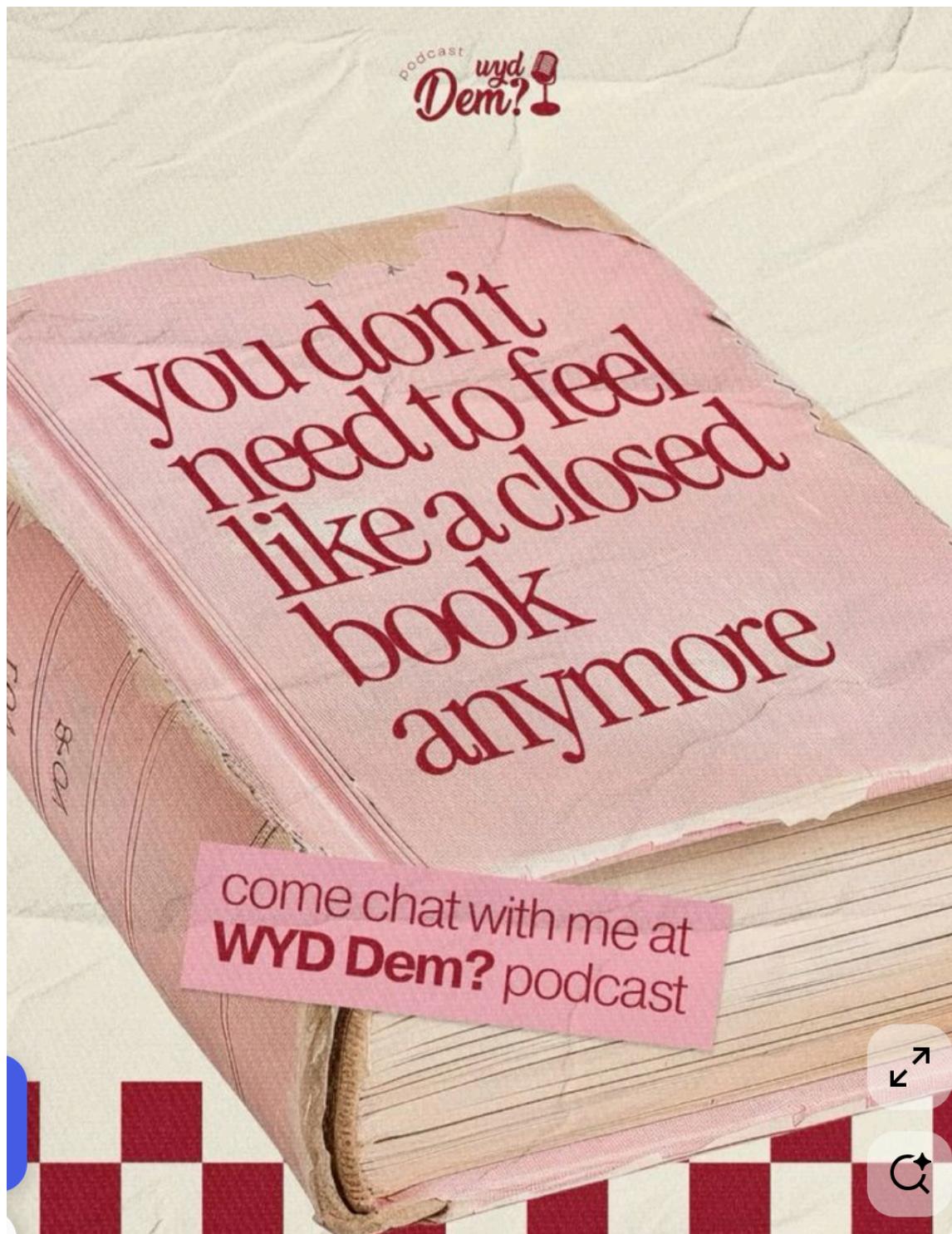
Soft, warm, vintage, grainy, colorful, scrapbook, dreamlike.

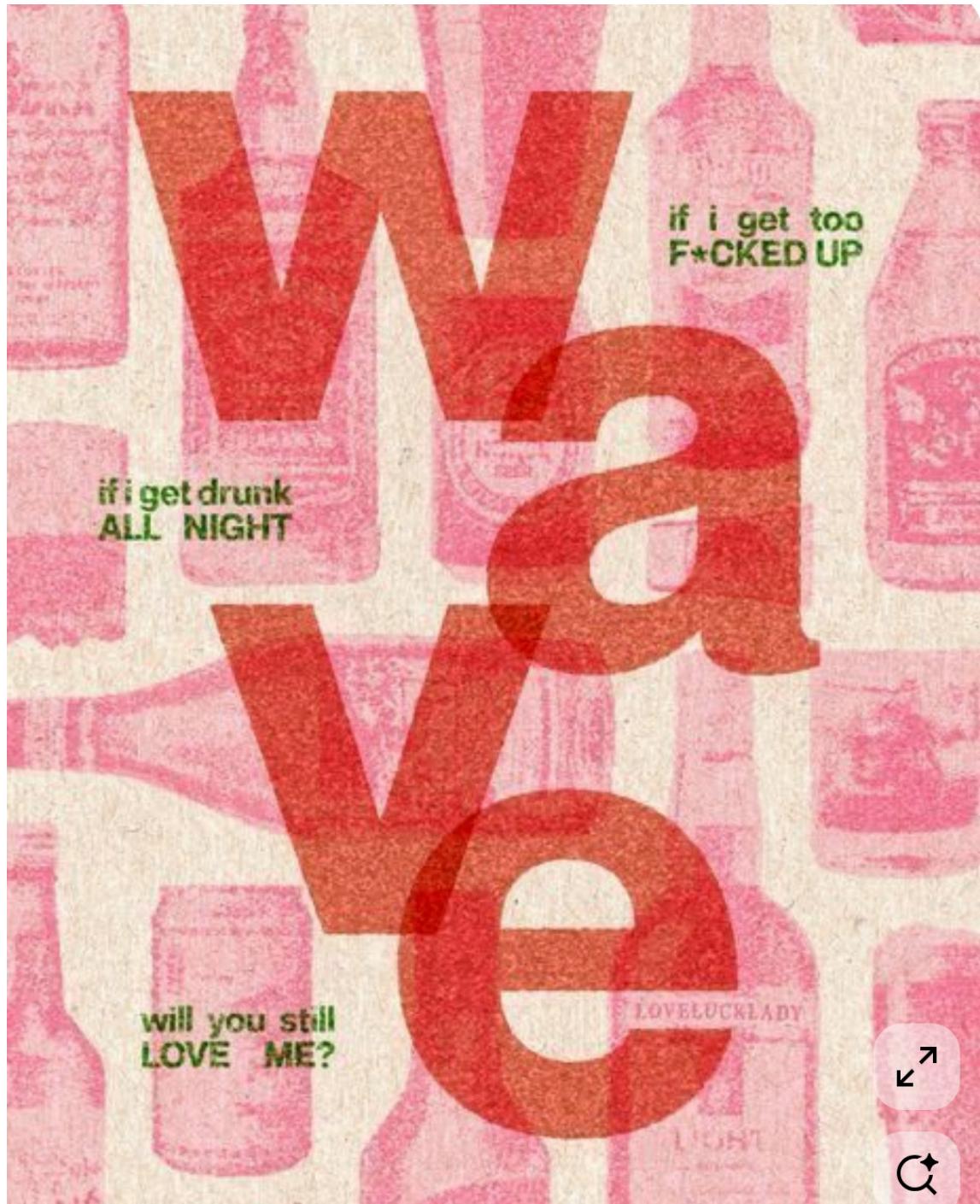
- **Tone of Voice:**

Supportive big sister energy. Nonjudgmental. Curious and empowering.

e.g., *"That's a lot at once. Let's figure out how we can help you feel better."*

- Visual Design Inspiration:





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**we're all about finding your spark!**

I'm passionate about helping people rediscover their inner happiness, or as I like to say, find their spark!

My name is Marnee and 'spark & Marnee' is more than just a business name. It's a feeling of intangible happiness that emanates from within, is reflected in your smile, boosts your confidence and brings a positive energy that applies out to all aspects of your life.

**spark!**

Work with me to rediscover your inner glow. Work with me to rediscover your inner glow.

**COACHING 1-ON-1**  
let's go.

**GROUP SESSIONS**  
let's go.

**SPARKL PACK**  
let's go.

## on the blog...

I love to chat...about my clients, my spark, the world and all the beautiful things in it!

Why not join me over on my blog to see what I'm musing over this week!

**bloggie.**

**find your spark**

**join the sparkl club**

Ever wanted to surround yourself with fun, uplifting and inspiring people? Why not join my sparkl club over on Facebook! We have a growing community of women and LGBTOQA people who share and discuss valid and exciting ways to lift our spirits and inspire one another.

Membership is \$25/month and includes a range of resources and weekly guest speakers! We'd love to see you there!

**spark!**

**let's hang on socials!**

Come and join me on my social channels to see what I have been up to! I can't wait to see you there!

**f p i**

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## 9. Known Constraints or Tradeoffs

- No clinical guarantees—this is a self-help companion
  - Replit may limit backend capabilities at scale
  - Prompt engineering must avoid re-traumatization
  - Not designed for people in active crisis—consider adding disclaimer or resource link
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## 10. Testing Plan

- **Manual Testing Checklist:**

- Can complete a full journaling and reframe session
- AI correctly identifies at least 2 distortions
- Reframe suggestions feel supportive and not robotic
- Visual cards feel meaningful and save correctly

- **Feedback Sources:**

- [TODO] Who are your beta testers? (friends, therapists, journaling communities?)
  - Consider: quick 5-question feedback form after session 2

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## 11. Development Timeline

Phase	Goal	ETA
Phase 1	Homepage, intake, summary	 July 2025
Phase 2	Reframe logic + distortion detection	 Aug 2025
Phase 3	Visual outputs + save history	 Sept 2025
Phase 4	Polish UX, feedback loop, MVP test	 Oct 2025

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## 12. Notes, Edge Cases, Questions

- What if a user inputs "I don't know"? → offer reflective prompt
- Should sessions be auto-saved or require a click?
- Should AI ever initiate a suggestion to revisit an old pattern?
- How to build trust without overwhelming the user with features?